

SERFF Tracking Number:	GRWE-125859977	State:	Arkansas
Filing Company:	Great-West Life & Annuity Insurance Company	State Tracking Number:	40548
Company Tracking Number:			
TOI:	L08 Life - Other	Sub-TOI:	L08.000 Life - Other
Product Name:	Experience Credit Amendment		
Project Name/Number:	Experience Credit Amendment /EC-amend		

## Filing at a Glance

Company: Great-West Life & Annuity Insurance Company

Product Name: Experience Credit Amendment SERFF Tr Num: GRWE-125859977 State: ArkansasLH

TOI: L08 Life - Other

SERFF Status: Closed

State Tr Num: 40548

Sub-TOI: L08.000 Life - Other

Co Tr Num:

State Status: Approved-Closed

Filing Type: Form

Co Status:

Reviewer(s): Linda Bird

Author: Wendy White

Disposition Date: 10/20/2008

Date Submitted: 10/15/2008

Disposition Status: Approved

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Experience Credit Amendment

Status of Filing in Domicile: Authorized

Project Number: EC-amend

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/20/2008

State Status Changed: 10/20/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

This Amendment expands the contract's experience credit provision.

## Company and Contact

### Filing Contact Information

Tanya Gonzales, Associate Manager,

tanya.gonzales@gwl.com

Contracts

8515 E. Orchard Rd. 8T2

(800) 537-2033 [Phone]

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Greenwood Village, CO 80111 (303) 737-5444[FAX]

**Filing Company Information**

Great-West Life & Annuity Insurance Company CoCode: 68322 State of Domicile: Colorado  
8515 East Orchard Road Group Code: 769 Company Type:  
Greenwood Village, CO 80111 Group Name: State ID Number:  
(303) 737-3992 ext. [Phone] FEIN Number: 84-0467907  
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## Filing Fees

Fee Required?	Yes
Fee Amount:	\$20.00
Retaliatory?	No
Fee Explanation:	\$20 X 1 endorcement = \$20
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great-West Life & Annuity Insurance Company	\$20.00	10/15/2008	23196616

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved	Linda Bird	10/20/2008	10/20/2008

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<i>Project Name/Number:</i>	<i>Experience Credit Amendment /EC-amend</i>		

## Disposition

Disposition Date: 10/20/2008

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		No
Supporting Document	Application		No
Supporting Document	Cover Letter		Yes
Form	Experience Credit Amendment		Yes

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TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other

Product Name: Experience Credit Amendment

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## Form Schedule

Lead Form Number: EC-amend

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	EC-amend	Certificate	Experience Credit Amendmen t, Insert Page, Endorseme nt or Rider	Initial			AMENDMEN T.pdf

# AMENDMENT

*THIS AMENDMENT IS ISSUED BY GREAT-WEST LIFE & ANNUITY INSURANCE COMPANY AS PART OF THE POLICY TO WHICH IT IS ATTACHED. THE PROVISIONS OF THE POLICY APPLY TO THIS AMENDMENT UNLESS OTHERWISE STATED HEREIN.*

The Experience Credits provision is hereby replaced as follows:

## **Experienced Credits**

While this policy is in force, on the first policy anniversary and each policy anniversary thereafter, this policy may be eligible for experience credits as determined by the Company. The experience credits, if any, will be added irrevocably to the Policy Value Account.

An amount will be deducted on the first day of each policy month from the Policy Value Account to pay the Experience Credit Charge for that policy month. The Experience Credit Charge is calculated on the first day of each policy month and is equal to the Death Benefit less the Policy Value Account on the first day of each policy month, multiplied by the Experience Credit Charge.

The **Premium and Expense Information** section on the Policy Specification pages is hereby amended to include the **Experience Credit Charge** as follows:

### PREMIUM AND EXPENSE INFORMATION

**Premium Class:** [Standard]

**Initial Periodic Premium Amount:** [\$4,675.81 Per Year]

If no Premiums are paid after the first Premium or if subsequent Premiums prove to be insufficient, this coverage may cease prior to age 121. The Owner may have to pay more than the Premiums shown above to keep this policy and coverage in force.

### Summary of Charges:

**Service Charge:** [\$10.00 per month maximum]

**Expense Charge:** [10.00% maximum]

**Mortality & Expense Charge:** [2.00% maximum]

**Risk Rates:** Shown on Page 2a

**[Experience Credits Charge:]** [4.8% maximum]

*Signed for Great-West Life & Annuity Insurance Company on the Issue Date of the policy (unless a different date is shown here).*



Mitchell T.G. Graye  
President and Chief Executive Officer





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## **Rate Information**

Rate data does NOT apply to filing.

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## Supporting Document Schedules

	Review Status:
<b>Satisfied -Name:</b> Cover Letter	10/15/2008
<b>Comments:</b>	
<b>Attachment:</b>	
AR.pdf	



8515 East Orchard Road  
Greenwood Village, CO 80111 Tel. (303) 737-3000  
Address mail to: P.O. Box 1700, Denver, CO 80201  
**www.gwla.com**

October 13, 2008

**Arkansas Department of Insurance**  
**1200 West Third Street**  
**Little Rock, AR 72201-1904**

NAIC #769-68322

**RE: Individual Variable Universal Life Insurance Submission**  
**Experience Credits Amendment, Form EC-amend**

Enclosed for your review is the above referenced amendment and supporting documentation. This form is new and does not replace any previously approved form.

Policy Form EC-amend will amend and become part of our recently approved individual variable universal life policy, Form number **PPVULsa-cso** approved in your state **on June 9' 2008** under SERFF number **GRWE-125682152**. This policy will be sold through duly licensed agents to **sophisticated corporate buyers**. Sales will be limited to corporate purchasers, including banks, insurance companies and other high net worth businesses. To be eligible for this policy, the corporate owner must be a Qualified Purchaser either as an "Accredited Investor" defined in Regulation D of the Securities Act of 1933 ("Regulation D") or as a "Qualified Purchaser" as defined in Section 3(c)(7) of the Investment Company Act of 1940, or both. This policy will not be offered to any individual or to any business that does not meet Regulation D definitions.

The product is a non-registered restricted security as defined under Regulation D. There is no product prospectus required by the SEC in the sale of this policy.

The Experience Credits Charge is summarized on the Policy Specifications Page and described in detail within the policy.

The form submitted:

- is in final printed form;
- is being submitted in all states where we are licensed;
- are exempt from Flesch Readability and prospectus requirements because they are subject to Regulation D; and
- is exempt from filing in Colorado, our state of domicile, pursuant to Regulation 5-92. Colorado requires a fee to be paid each February 28th based on our Company's direct written premium. If appropriate, a retaliatory fee has been paid in your state in conjunction with your annual premium tax return.

To the best of our knowledge, this submission complies with your state laws and regulations. We look forward to your approval. Should you have any questions, please call me on our toll-free number, 1-800-537-2033, ext 75829.

Sincerely,

A handwritten signature in black ink that reads "Tanya D. Gonzales". The signature is written in a cursive, flowing style.

Tanya D. Gonzales  
Manager, Regulatory Services  
(FAX) 303-737-5444  
E-MAIL: Tanya.gonzales@gwl.com

